



TUESDAY, NOVEMBER 18, 2003

Partners in Stewardship

Stewards for Public Spaces Seek to Build Partnerships



Welcome to the Partners in Stewardship conference. Be prepared for a busy, rewarding week ahead!

More than 1,500 individuals from seven federal agencies and a wide variety of non-governmental organizations have joined together to share experiences and explore ways we can work together as stewards of our nation's resources.

Our keynote speaker this morning is David Rockefeller, Jr. He has long been involved as a leader in public lands stewardship and currently serves as vice chairman of the board of directors of the National Park Foundation.

Rockefeller will address land management issues in Alaska, in national parks around the country and the critical role non-profit organizations play in the

stewardship of nationally important natural and cultural resources.

Noted broadcast journalist Ray Suarez will give Wednesday's keynote address. You may recognize him from his role as a Washington-based senior correspondent for "The NewsHour with Jim Lehrer" on public television, or from his previous role as host of the National Public Radio program, "Talk of the Nation."

Suarez will focus on how communities can protect local parks, historic parks and open spaces that are important to neighborhoods, cultures and communities. Suarez will be available in Exhibit Hall B immediately following Wednesday morning's plenary session to sign his recent book, *The Old Neighborhood: What We Lost in the Great Suburban Migration: 1966-1999*. (continued on page 4)

Today in L.A.

Who's Here?

Registration for Partners in Stewardship topped out at more than 1,500 participants, according to conference planners. The breakdown includes about half federal employees and half non-federal partners.

Full Conference Coverage

Two dozen of the breakout sessions at the Los Angeles Convention Center are being videotaped and will be posted on the conference website along with plenary sessions. Eventually, videotapes and DVDs will be provided to each federal agency for use in mini-conferences and future training programs.

Attention! These Sessions Are Full

If you have saved registering for conference sessions for the last minute, note that the following sessions are fully booked:

Tuesday, November 18

- 175 - Stone Soup Conservation
10:00 a.m. Room 514
- 389 - Park Marketing Opportunities
1:00 p.m. Room 401
- 129 - L.A. River Experience
1:00 p.m. Field Trip
- 703 - Tapping Into Government Funding
1:00 p.m. Room 404B

Wednesday, November 19

- 592 - Corporate Partnerships Don't Bite
10:00 a.m. Room 404B
- 305 - Pitfalls, Perils, Transformation
1:00 p.m. Room 510
- 499 - Creating a Partnership Culture
1:00 p.m. Room 519
- 372 - Building Effective Corp. Partnerships
3:00 p.m. Room 511A
- 730 - Eight Steps to Partnership Success
3:00 p.m. Room 411

Thursday, November 20

- 638 - Economic Impacts of Public Lands
10:00 a.m. Room 402A
- 504 - Strategy for Conservation Partnerships
10:00 a.m. Room 511B

Partnership Concept Reaches New Level

This week will be one of the most gratifying in my tenure as Director of the National Park Service, as it represents a meaningful and significant step in moving the culture of our bureau toward a more inclusive way of doing business.

I believe the networking opportunities and the innovative examples from partners and sister agencies will take National Park Service employees to a new level of commitment and skill. Many of our successes in accomplishing our mission have come in the form of national programs taken to the local level with a mix of federal and local government staff and the involvement of non-government partners. An example of a national program involving local partners is located about 300 miles north of Los Angeles, in the communities of Locke and Walnut Grove. Their history includes once-bustling Chinatowns and nihonmachi (Japan towns) which are still seen in the 50-100 year old buildings. Store signs in Chinese and in Japanese still advertise the Dai Loy Gambling

House, the Hayashi Company Store, and other places that served the immigrant agricultural workers who began their American experience in the Sacramento Delta. These authentic touchstones (and National Historic Register properties) teach the relevant lessons of immigration, the development of California's agricultural industry, and help students learn how ethnic enclaves contribute to the richness of their own American experience.

Importantly, the Teaching with Historic Places program at Locke and Walnut is not a solo effort. Rather, there's an ongoing, close collaboration among teachers, historians, NPS staff, curriculum specialists, and others. In-kind and financial support has come from several organizations, including the National Trust for Historic Preservation and the National Conference of State Historic Preservation Officers. The National Park Foundation secured funding from Target Stores, Eureka, and Discovery Channel to publish the kit



National Park Service Director Fran P. Mainella

"Explore Your National Parks: Historic Places," which was distributed to 34,000 teachers nationwide. As the NPS and others share these kinds of success stories this week and in the future, my hope is that managers and partners will gain skills, confidence and the incentive to look for new collaborations to help us achieve our missions.

By NPS Director Fran P. Mainella

Zoo Partnership Promotes National Wildlife Refuges

Located in beautiful Balboa Park, the San Diego Zoo attracts more than three million visitors a year. It is one of the most powerful tourist attractions in southern California and one of the best known zoos in the world.

The Zoological Society of San Diego, which operates both the San Diego Zoo and the San Diego Wild Animal Park, is the largest zoological membership association in the world, testimony to the zoo's consumer loyalty and community roots.

The U.S. Fish and Wildlife Service and the Zoological Society enjoy a long-standing partnership to conduct collaborative special events at the Zoo and education programs and ZooCorps volunteer projects at San Diego-area refuges.

In celebration of the centennial of the National Wildlife Refuge System this year, the Service is partnering with the Zoological Society for an exciting new project to reach San Diego Zoo visitors with messages about refuges and wildlife conservation.

The project will convert the current duck pond in the San Diego Zoo's children's zoo into a mini-national wildlife refuge. The pond will be expanded and developed to emulate a southern California coastal wetland, complete with appropriate native plants and birds. Boardwalks, signs, and other elements will simulate visitor facilities at a typical national wildlife refuge.

The exhibit centerpiece will be a large snag that provides strong visual appeal, an iconic presence, and protection from

the elements. Rotating graphics, overhead projections, binocular viewers of stereoscopic images, interactive touch screen monitors, and other hands-on elements will be located within the exhibit. Exhibits will be playful and fun while emphasizing partnerships between zoos and refuges to conserve endangered species, showing how zoo and refuge management have evolved over the past century, and offering a "call to action" that suggests ways zoo visitors can help wildlife conservation. The space also will serve as a performance area for a "street magician" who will engage visitors in a series of "magic" pieces focused on national wildlife refuges.

By Susan Saul, Outreach Specialist, Portland Regional Office, U.S. Fish and Wildlife Service.

Tuesday Night Reception Kicks Off Expo Trade Show

In a part of the world where every combination of business outlet seems to have been explored, the L.A. Convention Center Expo Hall will break new ground this week when an unique mix of vendors comes together for Partners in Stewardship's three-day trade show.

Even hardened shoppers will be impressed. The United Soybean Board will be here with information on bio-based products such as lubricants and carpet backing. Coca-Cola will be present as a major trade show sponsor and as a corporate contributor to organizations such as the Yellowstone Park Foundation. Amtrak, Unicor, and the Federal Prison Industries folks will also have booths.

The wide variety of organizations also includes the National Hispanic Environmental Council, NASA, Reserve America, The Irvine Company and—always a show favorite—Advanced Composting Systems, makers of the Phoenix Composting Toilet.

In all, 82 vendors are in the Expo Hall this week. Vendors move in this morning, getting ready for the program opening late this afternoon. Conference goers will know Expo's opening is get-

ting close when a noisy, colorful, and festive Chinese dragon parade loops through the convention center, finishing up with a grand opening ribbon cutting at the doors to the Expo Hall at 5 p.m. The show will run from until 7:30 p.m. today. A complimentary refreshments and a cash bar will accompany the end of a hard first day of conference-going.

Conference goers will know Expo's opening is getting close when a noisy, colorful, and festive Chinese dragon parade loops through the convention center.

"This is a great opportunity for learning about the businesses and organizations that work with public land agencies and partners, to place orders for products, and talk about possible partnerships in the future," said Sue Husch, the Expo manager.

Since tonight's opening will not offer enough time to visit every vendor, Expo will be the site of the daily breaks on Wednesday and Thursday.



Registering for the conference, left to right, are Linda Brown, Blue Ridge Parkway Superintendent Dan Brown, and Tom Vick, past president of the Blue Ridge Parkway Association and his wife Lorina.

Conference Updates

Affiliate Group Meetings

Agencies and partner organizations are taking advantage of the Joint Ventures conference by scheduling meetings and receptions to gather all of their folks in one place. Here is a list of affiliate group meetings in the L.A. Convention Center:

Tuesday, November 18

U.S. Army Corps of Engineers Group Meeting
11:45 a.m. - 12:45 p.m. Room 502 A
Contact: Debra Stokes

All Bureau of Land Management Meeting
11:45 a.m. - 12:45 p.m. Room 411
Contact: Elena Daly

Federal Interagency Volunteer Team
11:45 a.m. - 12:45 p.m. Room 504
Contact: Don Hansen

All National Park Service Meeting
11:45 a.m. - 1:00 p.m. Room 515B
Contact: Chris Jarvi

Open House, U.S. Forest Service Chief
1:30 p.m. - 3:00 p.m. Room 153C
Contact: Susan Alden

Alliance for Nature, Culture, Communities
5:00 p.m. - 8:00 p.m. Room 511C
Contact: Toni Stafford

America's Rain Forests
5:00 p.m. - 8:00 p.m. Room 505
Contact: Sandy Frost

U.S. Forest Service Volunteer Program
5:00 p.m. - 8:00 p.m. Room 504
Contact: Don Hansen

Wednesday, November 19

Breakfast with U.S. Forest Service Chief
6:45 a.m. - 7:45 p.m. Room 515 B
Contact: Susan Alden

DOI 4Cs Team
7:45 a.m. - 9:45 p.m. Room 153C
Contact: Beth Duff

NPS National Leadership Council
9:45 a.m. - 11:30 a.m. Room 153C
Contact: Loran Fraser

Alliance for Wilderness Education
11:45 a.m. - 12:45 p.m. Room 153C
Contact: Don Hunger

Meet leader of U.S.F.S. National Partnerships
5:00 p.m. - 8:00 p.m. Room 515B
Contact: Susan Alden

Alliance for Nature, Culture, Communities
5:00 p.m. - 8:00 p.m. Room 511C
Contact: Toni Stafford

Thursday, November 20

Alliance for Nature, Culture, Communities
11:45 a.m. - 2:00 p.m. Room 153C
Contact: Toni Stafford

Proud Partners Stage Opening Reception

As L.A. premiers went, it was a well-behaved but festive affair, a cool fall evening kickoff to the Partners in Stewardship conference. Gathering on the pool deck of the Bonaventure Hotel, conference attendees were greeted by actor and conservation activist Ed Begley Jr. just before the lights dimmed and a film was shown on the grassroots effort that led to the establishment of Santa Monica Mountains National Recreation Area. Begley is a board member on the Santa Monica Mountains Conservancy, a major park partner.

“Santa Monica Mountains National Recreation Area: Mountains, Movies and Magic” drew cheers from the crowd, adding another highlight to the park’s 25th anniversary celebration. In the audience were two of the women who were instrumental advocates for the legislation that established the park: Jill Swift and Margo Feurer. Sadly, Sue Nelson, the third member of this influential trio, died earlier this year as the film was being produced.



Participants enjoy a reception hosted by the National Park Foundation’s Proud Partners.

The National Park Foundation’s Proud Partners, Discovery, Ford Motor Corporation, American Airlines, Kodak, and Time—hosted Monday night’s reception. In keeping with the theme of Joint Ventures, the film was a product of a partnership between the National Park Foundation and Discovery Communica-

tions. The reception also brought out Interior Secretary Gale Norton and all seven agency leaders. National Park Service Director Mainella welcomed partners and government officials at the reception and challenged all “to get the most out of this week and to be ambassadors for a partnership culture.”

Joint Ventures: Partners in Stewardship

This publication is posted each day during the conference at www.partnerships2003.org.

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Welcome to L.A. Public Land Partners

(continued from page 1)

Thursday’s keynote speaker is Joseph Jaworski, a founding partner of Genron, an international consulting firm serving business and government.

After several years as a successful attorney, he founded the American Leadership Forum in 1980 as a non-government agency responsible for developing collaborative leadership.

Jaworski has also served as a scenario planner with the Royal Dutch Shell/Shell Group of companies in London and as a senior fellow and member of the Board of Governors with the MIT Center for Organizational Learning. Jaworski will be in Exhibit Hall B after Thursday’s plenary session to sign copies of his critically acclaimed book, *Synchronicity*.

Our closing ceremony Thursday afternoon features Gene Washington, the Director of Football Operations for the National Football League. He played with the San Francisco 49ers and the Detroit Lions during his 11-year professional career, which was followed by 13 years as a sports reporter at KPIX-TV in San Francisco and KABC-TV here in Los Angeles. Washington is also on the National Park Foundation Board of Directors.

While the keynote remarks are designed to set the tone for each day, it really is what you take away from the breakout sessions you attend and the discussions you have with many new friends you will make this week that will empower you when you return home.